



Ten percent water-use reduction asked countywide: city employees can help

Despite recent intense but spotty downpours, a good portion of middle Tennessee remains far behind in its normal rainfall amount expected in a normal year.

Residents across Rutherford County are being asked to voluntarily reduce their water use by approximately 10 percent.

This request will likely remain in effect the rest of the year, Murfreesboro Water and Sewer Director Darren Gore said, because unless an unusual amount of rain falls over the entire region, Percy Priest Lake, the source for most of Rutherford County, will not rise to summer pool level.

It is important for all water customers to use water wisely, especially the current severely hot and dry conditions due to the lack of

rainfall.

This means all water users should work together to conserve water through small voluntary actions such as:

- Turning the water off when you brush your teeth
- Making sure that your washing machine and dishwasher are full before operating
- Ensuring that your shower does not last more five minutes
- Checking for leaks in toilets, sinks, tubs and outdoor faucets
- Monitoring your bill for high consumption

Darren Gore promoted to MWSD Director

Murfreesboro Water and Sewer Department Assistant Director Darren Gore will take the reins of department Director when current Director Joe Kirchner retires in early August.

A native of Smyrna, Tenn., Gore received his bachelors and Masters degrees in Engineering from Georgia Tech in Atlanta and served in multiple engineering consultant and project management roles throughout his career.

Gore joined MWSD in 2005 as Assistant Director and has remained in that capacity since.

He has primarily been responsible for MWSD Engineering, Capital Budgeting and Regulatory Compliance.

Gore said he feels blessed to have been given the responsibility of filling such large shoes as those of outgoing Director Joe Kirchner.

"I have a deep sense of appreciation that Rob (City Manager Rob Lyons) has that kind of confidence in me," Gore said, "and I anticipate doing my best to meet his expectations."

MWSD is facing changes in the years ahead, Gore said. Some will be short term challenges like converting from an

old COBOL computer system to newer state-of-the-art technologies.

Others will be more strategic.

In fact, he said, a major challenge for him will be to step back and see the big picture – to take a more macro view of the department's operations.

"When you get to the point you are managing managers," he continued, "it's always hard to pull back and let some things go. You have to be able to delegate but be attentive to the issues."

A new process he plans to implement should help him manage the department more effectively, he explained.

"There is an industry standard that is gaining traction right now," he said. "It's called Effective Utility Management (EUM). Some of the EUM attributes we want to concentrate on continuously improving are Financial Viability, Operational Optimization, Employee and Leadership Development, Customer Satisfaction, Product Quality, Stakeholder Understanding and Support, and Water Resource Adequacy."

Other challenges are likely to include prioritizing capital improvement projects, complying with increasing federal and

state regulations and making sure there is someone trained to take the place of people who retire.

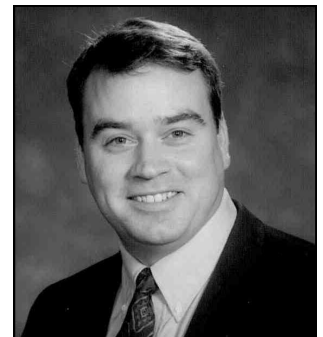
"We will need to focus on employee development and succession planning," he said, "and we will need to depend on the expertise of the Human Relations (HR) Department for that."

With such a large workforce (159 employees), communication is vital, he said.

"Any vision you have needs to be communicated," he said. "When you have confidence in that vision and employees understand they are part of it, they buy into it."

Though he says he realizes there will be challenges, he feels excited to take them on.

"I'm looking forward to empowering our customers," he said, "and I'm looking



DARREN GORE



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forward to implementing the new Effective Utility Management plan.

"The water and sewer department is a supply chain, commodity-driven industry that operates 24 hours a day, seven days a week, 365 days a year and directly affects public health," he said. "This requires well trained employees. We also happen to be the sole source distributor of potable water and collector of sanitary waste for our customers, which really compels us to place customer satisfaction and stakeholder un-

derstanding at the forefront.

"This dovetails perfectly with our outgoing Director Joe Kirchner's and our City Manager's Service Excellence initiatives."

He, like Joe Kirchner before him, believes in responsible conservation of resources.

"Our natural resources were given to us for a reason," he said, "and we cannot abuse them. We have to be good stewards.

"The name of the game is balance," he added.

MCS Director Linda Gilbert announces ...

Johnson is new Scales Asst. Principal



Maria Johnson has joined Murfreesboro City Schools as Assistant Principal for Scales Elementary School. She has nine years in juvenile justice, five years in classroom instruction and most recently as Assistant Principal for Simpson Elementary School in Simpson, Ky. She received her Bachelor of Science degree in Elementary Education for the University of Louisville and a Master of Arts degree from Western Kentucky University. She lives in Murfreesboro with her husband, Kevin; son, Latz Williams and step-sons Kevin Jr. and Landon. For more information on the appointment, please call 615-895-5279.

MCS:
meeting
the needs
of the
whole child
through
students
and
community
synergies
and
partner-
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in
learning



McDonald named MFRD Public Information Officer



MFRD Public Information Officer Ashley McDonald

Murfreesboro Fire & Rescue Department Administrative Support Specialist Ashley McDonald has been named department public information officer by Fire Chief Cumbey Gaines.

Her appointment was effective July 1.

McDonald has been with the department since 2007. She earned a Bachelors Degree in Journalism with an emphasis in Public Relations from Middle Tennessee State University. She produces the departments newsletter, The Extinguisher, and has designed most of the department's brochures, pamphlets, flyers and other publications. She is also lead contact for scheduling PR events and station tours.

She will assume the department's PIO duties from Assistant Chief Allen Swader, whose responsibilities of being the department's PIO have not allowed him to be able to devote his full attention to his primary duties as Assistant Chief of Training.

"I feel that Ashley will fit nicely into this role particularly with her background in PR," Swader said. "I will be working closely with her in the months ahead to provide her with the knowledge that I have gathered the last couple of years.

"I know she will do well," he added.

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Every customer is encouraged to research the best ways for their household or business to conserve water during this period; there are many websites that offer ideas on how customers can reduce their water usage. Water conservation begins with you.

The county's water systems, including Murfreesboro Water and Sewer System, are asking all customers to voluntarily reduce their non-essential uses of water by 10 percent. This may be achieved by eliminating, reducing or rescheduling nonessential water use are:

- Washing sidewalks, drive ways, parking areas, tennis courts, patios or other exterior paved areas
- Filling or refilling swimming pools
- Noncommercial washing of privately owned motor vehicles, trailers

and boats

- Any use of water from a fire hydrant (except for fighting fires or water quality use by MWSD and others)
- Watering of lawns, gardens, landscaped areas, trees, shrubs, or other plants
- Watering any portion of a golf course, with exception of greens
- Use of water for dust control or compaction during construction

Your water system, along with others in the county, will be doing what it can to use water wisely and not waste it.

briefs from the 'boro

Schools to focus on science

The federal government has created new standards for science.

Studies show that eighth-graders' science scores were nearly flat from 2009 to 2011. One international study shows that 15-year-olds ranked average among industrial nations in science and just below Hungary.

The National Teachers Association hopes families will start talking at home about science and about science and technology careers.

CityTV, PIO offices merge; now Communications Department

Murfreesboro CityTV and the city's office of public information have been combined into one department known as the Department of Communications.

The move is partly to satisfy Murfreesboro City Council's goal of engaging the community, partly to focus on the good things city employees are doing and increasing traffic on the city's various information outlets were among the many reasons for the change.

Video services, along with better management of the city's Facebook page, web-streaming and the city's other social media will now be possible.

It's only the latest effort the City of Murfreesboro is making to stay in better contact

with its citizens.

For August election ...

Early voting ends July 28

Early voting for the August election is being held July 28 in the Rutherford County Election Commission offices, 1 Public Square, from 7 a.m. to 7 p.m. and Monday through Friday from 10 a.m. to 5 p.m. in the Election Commission Annex, 426 East Vine St.; Sports*Com, 2310 Memorial Blvd.; Blackman Elementary School, 586 Fortress Blvd.; Smyrna Rehabilitation Center, cor 9th and C St. and the LaVergne Civic Auditorium. All precincts will be open Saturday and July 21 from 8 a.m. to noon and on July 28 from 8 a.m. to 4 p.m.

Now THAT'S Dry!

It's hot and dry, no doubt. A well-known fisherman had just driven his boat as close to the Marina as the lake, several feet lower than usual, would allow after a long day of fishing. Ambling up to the dock, he struck up a conversation with another fisherman he knew and both began complaining about the heat. One of them said to the other, "Boy was it hot out there. The water was so hot, I made coffee with it." The other looked at him and said, "yeah, and it's dry too. I caught a Crappie out there and had to pull three ticks off it."

New Murfreesboro Population is 109,031

According to the Tennessee Department of Economic and Community Development, Murfreesboro's population now stands at 109,031.

A recent annexation added 276 residents to the city's municipal corporate limits.



Committee wants city employees to know that changes in health benefits are coming

By now, the word's out about changes coming in the city's benefit package, changes that will take effect Jan. 1, 2013 after an open enrollment period from Oct. 29 to Nov. 9 of this year.

The Benefits Communications Committee, made up of 24 representatives from most city departments, has met on three different occasions to discuss ways the city can more clearly and concisely communicate details about the new, sometimes difficult to understand, benefit plans that will be available for employees to enroll beginning Oct. 29.

The Human Resources Department is teaming up with Channel 3 TV now known as the Communications Department to use all the city's resources to make sure this important word gets out to all city employees.

HR is encouraging employees to email any questions they have to a special email address that has been set up to field questions about the upcoming changes, benefits@murfreesborotn.gov. Several HR representatives are monitoring the address and responses should be timely.

So far, several written information pieces have been distributed and a special section has been set up on the city's website, www.murfreesborotn.gov, where you can see details of the plans you will be offered beginning Oct. 29. Just look for the HR icon to the left of the home page next to the navigation bar on the home page to access the information you need to make an informed decision.

Also available on the city's website is a short video trailer about the program. Scroll down the page to find it.

Beginning the week of Aug. 16, a full-length video will begin production that will present illustrative real-life scenarios of what affects the different options may have. The same video will be web-streamed on a Human Resources page of the city's website.

Employees always have the option of accessing the city's third-party administrator, HealthScope's website at www.healthscopebenefits.com to find out additional information about City offered benefits.

Beginning in about mid-September, individual departmental meetings will be held with Human Resources experts and others to answer questions. Always, if privacy is a concern, questions can be addressed one-on-one with an HR representative or you can send an email to benefits@murfreesborotn.gov.

There is also a calendar on this page – a timeline that shows when the steps in this process will be implemented. Below that is the trailer that features shots of the Benefits Communications Committee and a reminder that August 20th the full length benefit video will be available for viewing.

All employees will be affected by these new benefit options so it is advisable to seek information about them every way possible. The city wants its employees to be well informed on the many benefits being offered.

Results good from employee roundtables



JIM CRUMLEY
Asst. City Manager

EDITOR'S NOTE: For several weeks, the City of Murfreesboro's management team has been holding a series of roundtable discussions in city departments designed to hear their thoughts and concerns more directly. Discussions have been wide-ranging, open and frank and several good ideas have emerged. This is the third in the series.

Q. How about an art show featuring City employees and their personal work?

A. The idea of a City employee-only art show will be passed to the City Hall Art committee. It is responsible for the planning and scheduling of exhibits in the rotunda in City Hall.

Q. Has the City considered a tuition reimbursement program?

A. City administration has thought about a tuition reimbursement program. The theory is that investments in the skills and abilities of people will continually pay dividends to the City in the quality and quantity of work, professionalism, loyalty and commitment to the City's mission. For the employee, promotional opportunities within the City organization are improved, along with their pride in accomplishment. Counter to that is the expense. College education continues to be expensive and is one of the fastest growing costs. The economic struggles over the past few years have prevented any good programs from being initiated. Tuition reimbursement is one of those ideas presently on the shelf until the economy rebounds further. The Tuition reimbursement question deserves more attention than can be provided here in the City Scene. Additional study to determine proper levels of funding, governing policy and ultimately the effect on employee engagement must be completed before budgeting this new program.

Q. Will the City consider dispatchers solely dedicated to the Fire and Rescue Department?

A. Not at this time. In calendar year 2011, MFRD responded to 11,193 calls for service. Of those calls 66 percent or 7,349 calls were for emergency medical or rescue service. Another 28 percent of calls were for responses not requiring immediate services or for false alarms. Only 5 percent of calls were for actual fires or hazardous condition situations. While over 11,000 calls for service is significant, MFRD calls made up only 10 percent of all calls for service handled through Dispatch. Staff will monitor the changes in call volume and continue to examine if changes in dispatcher assignments are needed.

Q. Can MPD explore use of larger vehicles, such as the Chevrolet Tahoe, for special services and for general duties?

A. Matching the type of vehicle best suited for the work is an on-going topic in the police department. Lt. Sanders Watson took bid pricing on many different types of vehicles from small cars to large SUV's and everything in between. Most of the discussion focused on what vehicle would best replace the Crown Victoria in patrol service, but discussions were also had on use of small SUV's with four-wheel drive for requirements needed by supervisors and special units. No final decision on the mix of vehicle types has been made at this time.

Q. Is there an opportunity to take better advantage of free or reduced rate training opportunities?

A. The department heads are the primary decision makers on training opportunities for employees. There are many different factors that go into the decision to accept free or reduced rate training, including; is the subject matter beneficial; are travel expenses available; and can the employee's normal duty be covered while they are away? If you are aware of a free or reduced training opportunity that would benefit you or your department in the completion of your job, please bring the occasion to your supervisor's attention.

Q. Can the City build an Intranet site for providing employee information, such as the employee handbook, policies and procedures manuals, etc?

A. With the addition of Chris Lilly as Information Technology Director, many new and exciting programs are underway including credit card use, a revamped website and the Intranet. The intranet will be a method for the City to provide you with news, benefit information, events and a place to store documents such as the Employee Handbook. This has the potential to really help the City's management team communicate with you, which is something we have heard you express during Service Excellence training. Expect to hear more about the City's intranet site over the next six months.

Dear Fellow Employee:

Hope your summer is off to a great start! We also hope you are finding the health insurance brochures helpful as you learn more about the upcoming changes. Your Human Resources Department is working hard to provide information and the Employee Communications subcommittee is giving us great ideas and feedback. As always, if you have questions, please contact your supervisor, the Human Resources Department or e-mail your question to benefits@murfreesbortn.gov.



Rob J. Lyons
City Manager

I also wanted to call your attention to an upcoming communication from the City. It will summarize the total value of your compensation from the City. We are all familiar with our paycheck, but there are other significant expenditures made by the City on behalf of you and your families. These include health insurance, vacation, sick leave, pension, retirement and more. We hope that you find this helpful in understanding the overall investment made by the City in each employee. We wanted to be sure you understood that the City Administration, department heads and City Council work extremely hard to continue to provide great benefits, but there are many challenges and demands on the City's revenues. Decisions about step increases, health insurance, training and other expenditures are not made on a case-by-case basis. We've got to consider the big picture and this upcoming communication piece is an attempt to share with you customized, individual total compensation about you.

Finally, we are finishing up the first year of our Service Excellence Training. A big thanks to the trainers for their work in preparing and teaching the courses. I continue to hear excellent feedback in the community about the terrific service provided by City employees and I know this training is helping us get even better. A special thank you to Shannon Logan for her drive and energy in organizing the classes and ensuring all of our employees experience Service Excellence. It has opened doors and started a conversation with our employees. We are listening and learning from you as we go. I think that is very exciting and looking forward to continuing the dialogue!

Thank you again for your service.

A handwritten signature in black ink, appearing to read "Robert J. Lyons". The signature is stylized with a large, looped "L" and a cursive "Y".

July 1

Ronald McGee, Murfreesboro Police Dept.
 Merrill N. Beene, MPD
 Davey L. Ferrell, Murfreesboro Fire & Rescue Dept.
 Thomas D. Laird, Parks and Recreation
 Jason Haynes, MFRD
 John Flynt, MFRD

July 2

Robert E. Vaughtner, MFRD

July 3

Linda G. Burt, St. Clair Senior Citizens Center

July 5

David Wayne Norton, MPD
 Robbie R. Walls, MPD
 Alan Bozeman, Communications Department

July 7

Michael M. Bowen, MPD
 Joseph Edward Sergen, Urban Environmental Dept.
 Bill Terry, Information Technology
 Theodore Pertiller, MFRD
 Davis Walker, MPD

July 8

Paul Diawara, MPD
 Brandon M. Brown, MPD

July 9

William L. Murray, MFRD

July 10

Douglas Arrington, MPD

July 11

Hope Fair, General and Administrative
 LaFonda Rudd, MPD
 Michael Shane Phillips, P&R
 Mark Lee Moghaddam, MPD

July 12

James Abbott, MPD
 Terrance Leroy, Solid Waste
 Benjamin Honeycutt, MFRD
 Thomas Blake Troutman, MPD

July 13

Diane Johnson, Legal Department
 Brian A. Lowe, MFRD

July 14

Lesia McCluskey, Rover
 Shawn Jensen, MPD
 David Simms Jr., MFRD

July 15

Marcus Delaney, Communications
 Anthony Whitehead, MPD
 Cameron Jones, Streets and Signs Department

July 16

Amy Norville, MPD
 Sarah Louise Beckman, St. Clair
 Desir Lynn Thorpe, MPD
 Jamie Lawrence Layhew, MFRD

July 17

James R. Sanders, SW
 Trenton Ferrell, UE

July 18

Roy Fields, MPD
 Bill Heringlake, MPD
 Robert Shane Brewer, MFRD
 Reco Antonio Hathaway, MPD

July 19

Justin Brandson Pridgen, Fleet Services

July 20

William Kenneth Fraley, VA Golf Course

July 22

Brenda Kay Overstreet, Human Resources

July 23

Edwin Kyle Jones, Building and Codes Department
 James W. Smith, MPD
 Nathan G. McDaniel, MPD
 Barbara Davis, Judicial Department
 William M. Rea, MPD

July 24

Steve Toombs, P&R
 Lance Sutton, MFRD

July 26

Beth McDaniel, P&R

July 27

Kevin Curtis Preston, SW
 Christopher Norville, MPD

July 28

Clyde Adkison, MPD
 David Wade, MFRD
 Randall Christian, Streets and Signs
 Michael Keith, MFRD
 Michael Rikard, MPD

July 29

Laurie Ann Alsup, MFRD

July 30

Danny Lowe, Streets and Signs
 Travie Lee Ledford, , MPD

July 31

Alan Smith, MPD

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